

First Meeting of Winnipeg Project Team

Hotel Bonaventure, Montreal

Tuesday, November 23, 1982

Present: Hans Verkerk (Chairman)
Ernst Brückner
Richard Corner
Bob Ely
Gwynn Hargrove
Don Hoel
Bill Kloepper
Jacques LaRivière
Leann Zimmerman

ACTION

In the following notes the subjects and decisions taken have not been recorded in the exact chronological order in which they arose. It was thought preferable to reallocate them to the appropriate Agenda Item to which they referred.

1. Chairman's Opening Remarks

The Chairman, on behalf of INFOTAB, thanked CMTC for acting as hosts to this, the first meeting of the Project Team, and welcomed all members of the team. He went on to say how pleased he was that Mr. LaRivière, who was chairing the CMTC Special Committee on the Winnipeg Conference, had agreed to act as the liaison contact between that body and the INFOTAB project team. He also referred to the INFOTAB project team, led by Mr. Leach which was working on the mobilisation of allies in the leaf growing sector and whose long term objectives might well tie in with certain of the Winnipeg Project Team's plans.

2. Agenda

After some discussion, the agenda was approved but it was considered that Item 10 need not be a separate item because the specific tasks for project team members would be decided under the other agenda items, as they arose. It was noted that Mr. Corner would report verbally on the day's proceedings to the forthcoming INFOTAB Advisory Group meeting in Miami.

2025013719

ACTION

3. Logistics

It was agreed that Mr. LaRivière would be responsible for arrangements in this area. He would have a separate meeting later in the day with the Chairman and Mr. Corner, (who had handled the logistics for the Stockholm Conference) and would then submit a special report to the Chairman.

J.L.

4. The Canadian Background to the Winnipeg Conference

Mr. LaRivière made a number of points of particular significance in the Canadian national context. He felt that Winnipeg was, from the industry's point of view, a satisfactory location for the Conference. Winnipeg was not a main conference centre, nor was it a centre with significantly good media facilities, although of course radio coverage could be expected. The conference hall could accommodate 1,800 delegates, and would therefore appear very empty indeed during the plenary sessions. The dates chosen in July for the Conference were in high vacation time, when quite a few media representatives would be on holiday.

As regards the CCSH, he pointed out that the Canadian Medical Association, the Canadian Heart Foundation and the Canadian Public Health Association, which had in the past contributed largely to CCSH funds, had now ceased to be sustaining members. Kurt Baumgartner, Executive Director of CCSH would be Secretary General of the Winnipeg Conference and Professor Forbes of Waterloo University, the Chairman. It was thought that the extremist Non-Smokers Rights Association, with headquarters in Toronto, would probably stay in the background at the Winnipeg Conference. As regards Government involvement, Monique Begin, the Minister of Health and Welfare, was to make the keynote address and the Federal Government was contributing funds of \$30,000. However \$240,000 was being spent on the "Time to Quit" programme in Winnipeg with 120,000 copies of the booklet having been printed. There was Federal pressure on the provincial and municipal governments in Winnipeg and a public smoking by-law was expected, the draft of which would shortly be issued by the City Solicitor's Office. Looking to the future, a forthcoming event in Canada was the "No Smoking" week at the end of January 1983.

5. Scrutiny of Conference Themes

a) The Socio-Economic Implications of Tobacco

It was agreed that the Chairman would contact Brian Gapes regarding the plenary address by Dr. Gray on this subject, which had not previously been one of Dr. Gray's primary themes. Relevant material for dealing with this subject existed in the T.I. of Australia's Economic Impact Study and Whitfield's document on Social Costs.

2025013720

INFOTAB

b) The Harmful Health Consequences of SmokingACTION:

The Chairman said he would be discussing with Mr. Hoel the present status of industry documentation in this area. Mr. Kloeppner said that a new T.D. document on smoking and heart disease would be sent to INFOTAB before January. Dr. Steinfeld had at one time been the Surgeon General in the U.S.A.

INFOTAB

W.K.

c) Smoking in Developing CountriesTobacco Growing in Developing Countries

i) It was agreed that Mr. Picton would be asked to contact Mr. Enahoro of TACON in order to obtain information about Dr. Femi-Pearse of Nigeria, who was making the main plenary address on the first of these 2 items.

INFOTAB

ii) It was reported that the Addiction Research Foundation in Canada was carrying out Tar and Nicotine tests, using FTC standards, for the WHO in Geneva. The tests covered domestic and imported cigarettes from developing countries, the samples being collected from the markets since early 1982. It was thought that the tests would be completed by Christmas and results would be available for the WHA Assembly in May. The ARF was a reputable body. CTMC would keep in touch with the situation. Mr. Ely said that he was investigating present tar and nicotine levels in developing countries and would consider whether any information thus obtained could be used by the project team.

R.L.O.E.

iii) Mr. Brückner suggested that the project team should make every effort to get the matter of smoking in developing countries shown as a low priority compared to the major problems of waterborne diseases and infant mortality. It was agreed that the Chairman and Mr. Picton should approach 10 or 12 developing country NMAs or lead companies to see if they could obtain health authorities published statements in their countries on major health problems. The first step thereafter would be to assemble these documents and make plans for their use.

INFOTAB

iv) Mr. Ely reported that Mr. Leslie Goodyear was doing a survey of the situation in African countries where the International Industry had no presence. He undertook to ask Mr. Goodyear to find out what information was available in those countries which could be used to implement Mr. Brückner's suggestion.

R.L.O.E.

v) Mr. Hargrove reported that BAT had almost completed a world survey on fuel usage in flue curing, which would form the basis for a revised background briefing paper countering the allegation that the industry was depriving the poor man in developing

2025013721

ACTION

countries or his only source of fuel. He also said that the EIU was producing a study based on FAO statistics, which was expected to show that the allegation that tobacco growing inhibited food production was totally unfounded. This information and some further investigation EIU was doing on their previous research in Nigeria and Malaysia would be incorporated in the revised background briefing paper on this subject.

INFOTAB

- vi) Finally it was agreed that the INFOTAB Secretariat should contact NMAs and lead companies in the developing countries to identify, if possible, suitable non-industry potential delegates to Winnipeg from those countries, who would be interested to attend the Conference and express personal views.

INFOTAB

d) Smoking and Women

Smoking among Children

It was agreed that the CMTC would attempt to find out from the speakers on these subjects what lines they were likely to take in their addresses. It was noted that the T.I. had available a paper on smoking by women.

J.L.

W.K./D.K.H.

e) Tobacco Advertising and Promotion

It was thought that the WHO in this session would try to use its "points for the scoreboard" technique of quoting successes achieved in the form of restrictions in this area. It was reported that the WHO had recently exerted great pressure on Western Australia to ban advertising and sponsorship. A report on this from the T.I. of Australia would be available shortly.

INFOTAB

f) Smoking and Insurance

Mr. Brückner reported that the Verband was to hold a seminar next March on this subject, which had social acceptability implications. Mr. Ely said that one of his staff was obtaining positive information from Switzerland on the same subject. It was agreed that Mr. Brückner would arrange for a paper, using both these sources, to be produced and circulated in advance of the Winnipeg Conference.

E.B.

g) Taxation and Insurance

Regarding taxation, it was reported that Mr. Wartena's project team would be producing its report around March/April 1983 and that this should prove useful material.

INFOTAB

h) Effects of the Changing Cigarette

2025013722

It was reported that Dr. Garfinkel would be attending the Winnipeg Conference. There might be some conflict if the Kozlowski theory came up. More thought would have to be given to this subject by the project team.

D.K.H.

ACTIONi) Passive Smoking

It was noted that a comprehensive background briefing paper on this subject had recently been revised and distributed by INFOTAB.

j) Mathematical Modelsk) Pharmacology and Toxicology

Mr. Hoel undertook to investigate the material available in these areas.

D.K.H.

l) Effects on Pregnancy

Mr. Hoel said that there was material available and he would examine this. It was felt a background briefing paper would be needed.

D.K.H.

m) Smoking and Religion

Mr. Ely said that he had a paper on the Hindu approach to this subject and would make it available to the project team. It was agreed that the whole subject could be an opportunity for the voicing of personal resentment by individual delegates and the possibility of exploiting this would be further considered by INFOTAB.

R.L.O.E.

INFOTAB

6. List of Participants

It was recalled that the list of participants had only been available at the Stockholm Conference a few weeks before it took place. Mr. LaRivière said he would make every effort to obtain information on participants as early as possible.

J.L.

7. The Industry's Profile - High or Low?8. Industry Spokesman

It was agreed that the industry's profile should be low. There should be no industry (INFOTAB) spokesman and industry delegates should avoid any form of confrontation.

9. Mobilisation of Experts/Scientists/Politicians

It was agreed that the category of journalists should be added to the above categories. The following decisions were taken:

- a) Leonard Zahn and his wife should be invited to attend. Mr. Kloeprer will follow this up.

W.K.

2025013723

ACTION

- b) Peter Berger (Social Scientist) should be invited to attend. The possibility of his publishing an article after the Conference should be considered - as should the possibility of his being interviewed by one or two Canadian journalists at the end of the Conference. Mr. Hoel will follow this up. Regarding the article by Berger, information obtained under Item 5 c iii) and iv) above could be passed to him for possible incorporation in the article. D.K.H.
- c) The Chairman and Mr. Hoel will confer on the question of inviting selected scientists to attend the Conference. D.K.H.
- d) An advertising expert should be invited. It was agreed that INFOTAB should approach Mr. Waterson. INFOTAB.
- e) A representative from the Tobacco Observer should be present in the Press Room. W.K.
- f) A selected Third World journalist should be invited to attend. INFOTAB.
- g) Mr. Kloeppfer would contact Tobacco Reporter about their journal being represented at the Conference. Similar action should be taken by the Secretary General with World Tobacco (Michael Barford). W.K.
INFOTAB.
- h) A medical overview of the Conference might be required. Mr. Ely would approach Mr. Loslak of The Times on this point and Mr. Kloeppfer said that he also had a man in view for this task. R.L.O.E.
W.K.
- i) The question of Union representatives attending should be further considered - also the question of a Union statement after the Conference tied to the emotive unemployment issue. INFOTAB

10. Specific Tasks for Project Team Members

See decision under Item 2 above (Agenda).

11. Number and Quality of Monitors

It was agreed that the monitoring procedure should follow the Stockholm pattern - as should the procedure for the production and dispatch of a daily summary to NMAs and lead companies. Industry delegates suitable for assisting the project team in monitoring sessions should be identified in advance and assigned on a day to day basis throughout the Conference. Mr. Kloeppfer would consult and inform the Chairman as to whether he could undertake the preparation of daily summaries, as he did in Stockholm. It was noted that at Stockholm the Task Force numbered 14 members and in total 22 people monitored - producing 90 Group or Session reports.

W.K.

2025013724

ACTION12. Monitoring of Press Room and Press Coverage

See notes under Item 9 a) e) and g) above. It was agreed to give further consideration to the distribution of material directly to journalists (i.e. not laid out in the press room). As an example copies of Bergler's book might be suitable.

13. Handling of Non-Team Industry Participants

The principle of keeping non-team participants away from the operational room was agreed. It was agreed that INFOTAB should write to all INFOTAB member companies, associated or allied members, NMAs and lead companies about the Conference. This letter should describe the INFOTAB project team's arrangements for monitoring and daily summaries and, of course, its close liaison with the CTMC team. An additional paragraph should be added, offering the chance to take up a booking from the 35 bedrooms already reserved, but this should only be added to the letters to those recipients who would be invited to help with the monitoring. All recipients of the letter should also be invited to feed in to INFOTAB any press/media coverage of the Conference which occurs from now on in their country up to and after the Conference.

INFOTAB

14. Finance

INFOTAB's share of the total Project expenses was provisionally estimated at US\$ 150,000. This is intended to cover INFOTAB staff travel/accommodation; P.R. agency fees (Wilfred Chislett Associates Ltd. of Winnipeg), rental of conference and operations rooms, telex/telephone rental and calls, extra office equipment and secretarial assistance, entertaining visitors, cost or part-cost of travel and accommodation expenses/fees of non-industry persons "mobilised" by the Team to attend the Conference, contingencies.

15. World Health Assembly - Geneva, May 1983

Apart from the references to the WHA Assembly in the notes on the foregoing items, it was reported that INFOTAB was making arrangements for the monitoring of this Assembly and keeping closely in touch with developments. Advance information obtained would be circulated and the subjects on the Agenda would be a useful guide to WHO plans and strategies for the Winnipeg Conference.

INFOTAB

Mr. Corner tabled the preliminary Agenda of the Committee of Experts on Smoking Control Strategies for Developing Countries which was meeting in Geneva from November 22 to 27. INFOTAB's regular contact will monitor the conference and produce a report.

INFOTAB

2025013725

ACTION16. Other Business

The role of the project team was defined as follows:

1. Monitoring and daily summaries of Conference subjects.
2. Reference in daily summaries to material previously supplied to NMAs or lead companies which could be used in dealing with issues that had arisen that day.
3. Co-ordination of pre-conference lobbying in developing countries.
4. Input through third party delegates - possibly through weightier delegates at the Instant Topic Conferences (see p. 2 of Conference Programme) and through other delegates in the discussion group sessions.
5. Production of Total Summary Report within 2 weeks of end of Conference - to be followed later by a Final Analysis Report.

17. Date and Site of Next Meeting

It was agreed that the next project team meeting should be in the 3rd or 4th week in February. Mr. Hoel and Mr. Kloefer would let the Chairman have dates suitable to them, since they had more commitments at that time than other team members. The location agreed for the next meeting was London.

INFOTAB

18. Adjournment

In adjourning the meeting, the Chairman once again thanked the CMTC in the warmest terms for all their kindness, hospitality and outstandingly efficient administrative arrangements.

30 November, 1982

2025013726